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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 30

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22 OF THE TOP
25 MARKETS.

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Broadcasting Jan 30

Vol. 116 No. 5

Showing off at NATPE...

Annual programer gathering in Houston has become increasingly stratified, say

some observers of floor show. **PAGE 27.** Issues tackled during panel sessions included whether tabloid TV has gone too far, impact of local programing and regulatory issues facing television. **PAGE 36.**

Affiliates meet...

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Columbia Pictures Television hires former network promotion executive Steve Sohmer to create multimillion-dollar market-by-market promotional campaign for syndication debut of off-network *Who's the Boss?*

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Cable programers continue to see their revenue base partially eroded with growing consolidation in cable industry.

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Radio Advertising Bureau's 1989 Managing Sales Conference this week is expected to draw full house, as radio executives head to Dallas for four days of workshops and in-depth forums.

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NBC Radio Network's news operation moves into shared facilities with co-owned Mutual Broadcasting System in Arlington, Va., in effort to solve problems of coordinating its newscasts and to cut costs.

54/**ESPN ABROAD**

ESPN unveils plans to step up international distribution of cable sports channel in Latin America and Pacific and enhanced sports syndication service to European television outlets.

56/**GOING FOR 100% PARITY**

Representatives Mickey Leland (D-Tex.) and Cardiss Collins (D-Ill.) prepare legislation that would establish more stringent equal employment opportunity requirements for broadcasting and cable.

44/**BEING THERE**

Former Presidents Jimmy Carter and Gerald Ford, addressing Gannett Center

conference in New York, give advice to President Bush about his relationship to press and speak frankly about their use of media while in White House.

58/**SLIM CHANCE**

FCC's chances of successfully defending in court its rule banning indecent programing on 24-hour basis appear slight.

64/**SMPTE '89**

Society of Motion Picture and Television Engineers' meeting in San Francisco this week splits focus between current technology and high-definition TV.

69/**NRB IN WASHINGTON**

Religious broadcasters to convene, hoping to put controversy behind them to focus on continued growth. Among those expected to attend: Vice President Dan Quayle and possibly President George Bush.

95/**PRESIDENT'S 'OLD BUREAUCRAT'**

President George Bush's press secretary Marlin Fitzwater has spent more than 20 years in government service, but for many recipients of his briefings, he is breath of fresh air.

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Where Things Stand

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AM-FM Allocations

FCC is expected to act in first quarter of 1989 to adopt new rules to improve technical quality of AM radio signals. Among new rules will be mandatory observance of National Radio Systems Committee standard. It is not yet known whether commission will mandate NRSC-1 audio standard, NRSC-2 emission standard, or both.

Also expected in early 1989 will be proposal on how to implement expanded AM band. Western Hemisphere countries on June 2, 1988, concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC has indicated that some channels will be reserved for national licensees but broadcasting organizations have favored allocating new band to daytimers in plan to reduce congestion in conventional band.

Despite opposition of National Association of Broadcasters, FCC voted Dec. 12, 1988, to give FM broadcasters greater flexibility in choosing antenna sites and plotting coverage by permitting limited "short spacing" of FM stations. NAB believes move will lead to "AM-ization" of FM band.

FM broadcasters commenting on proposed increases in maximum Class A station power from 3 kw to 6 kw were split over two proposed plans. Most Class A's support New Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations support NAB plan for upgrade of about two-thirds of Class A's, excluding many in northeast U.S.

NAB and other broadcast groups oppose FCC's proposed expansion of service to allow for local origination by translators, asking that rules establish translators as secondary services to fill in underserved areas of full-power stations and not as "low-power FM" stations.

Antitrafficking

Issue essentially boils down to reimposition of FCC's three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's	TOTAL*
Commercial AM	4,929	268	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
[illegible]	[illegible]	[illegible]	[illegible]
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
[illegible]	[illegible]	[illegible]	[illegible]
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
[illegible]	[illegible]	[illegible]	[illegible]
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,466

CABLE†

Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

* Includes off-air licensed. † Penetration percentages are of TV household universe of 90.4 million. ‡ Construction permit.

Cable Regulation

■ Cable television industry is under fire from allegations it is "unregulated monopoly." Senator Howard Metzenbaum (D-Ohio) has announced his plans to introduce cable rate regulation bill (BROADCASTING, Jan. 23). Metzenbaum, chairman of Senate Antitrust Subcommittee, intends to keep close tabs on cable through series of hearings. Bill would strengthen municipal authority to regulate cable rates.

Cities are unhappy with developments within industry and approved new policy week of Dec. 5, 1988, in Boston calling for overhaul of Cable Communications Policy Act of 1984 this year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services.

Motion picture industry and independent broadcasters have been pushing for stricter regulation of cable until there is more competition in delivering cable programing to homes. Top motion picture and cable executives are holding talks to discuss their relationship and possible regulatory changes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment.

Children's Television

Proponents of children's TV legislation suffered blow when President Reagan pocket vetoed bill on Nov. 5, 1988. Chief executive's rejection of bill has made it priority for 101st Congress. Quick Hill action on revived version

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light of congressional action, FCC will not go ahead with its remand rulemaking.

Cable News Network became first non-Intelsat video service provider from U.S. to Latin America in December 1988 after deal with Pan American Satellite Corp. PanAmSat saw its first satellite, PAS 1, go into orbit June 15, 1988, aboard Arianespace rocket launched from Kourou, French Guiana. The satellite is intended to provide domestic services in South American countries as well as international services.

Hollywood film studios have sold nearly billion dollars in movie packages to British pay satellite TV channels in recent weeks. British Satellite Broadcasting, UK direct-to-home service to launch this year, has closed more than $600 million in multi-year film deals with Paramount, Universal, Columbia/Tri-Star, MGM/UA and Warner. Rival Sky Movies service of Rupert Murdoch, launching this winter on European Astra satellite, has tied up with Walt Disney, Warner and Murdoch-owned 20th Century Fox.

Luxembourg's Astra satellite, being positioned as Europe's new "hot bird" for cable and direct broadcasting, launched successfully Dec. 10 and is preparing to become operational with first programing next month. On 16-channel Astra so far are Rupert Murdoch's Sky Television package (Disney Channel, news, sports, movies, arts and general entertainment) and MTV.

Britain's Conservative government proposed massive overhaul of UK broadcasting system to be debated in parliament during 1989. Proposed changes include opening of new fifth terrestrial TV channel, auctioning of regional commercial TV franchises, relaxed takeover and ownership rules, separation of fourth channel from existing commercial structure and changes in BBC financing.

State Department has "agreed in principle" to pursue special trade agreement with People's Republic of China to allow export of U.S.-made commercial satellites into that country for launch by China's Long March launch firm, saying both sides are "definitely prepared to move forward." Hughes Aircraft-built HS 601 birds for Australian Aussat B services and Hughes-built Westar VI, now in hands of Hong Kong-based China-UK consortium, are proposed exports in question.

Intelsat board of governors approved $394.3 million Intelsat VII series contract with Ford Aerospace during Sept. 8-15, 1988, meeting in Washington. Contract calls for delivery of five satellites, first two to be launched in 1992-93. Each bird will carry C-band and Ku-band capacity, cross-strapping and spot beam antenna.

And in Geneva on Oct. 6, 1988, World Administrative Radio Conference dealing with satellites' use of fixed satellite services completed second and concluding session. Conference, considered reasonable success, completed plan for use of expansion bands associated with 6/4 ghz and 14/11-12 ghz, which assures all countries guaranteed "equitable access" to geostationary orbit.

Continues on page 82.

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important component of children's programing. "It's important that we have programing where children can watch other children performing," he said. "The problem with live action is that it doesn't survive in the long run, especially against animation," he said.

According to NBC's Vinson, there are no plans at the network to get out of Saturday morning children's programing. She said that NBC Entertainment head Brandon Tartikoff last year was quoted as saying that the network was looking at rescheduling Saturday morning with older-skewing programing. "He was somewhat misquoted," said Vinson. She added that she sees the networks owning their own children's programs in the future. □

Petry's Kurlander and Fentress rate syndicated fare

In their annual review of the new syndication season announced at the NATPE convention, Petry Television programing executives Dick Kurlander and Jack Fentress gave *Perfect Strangers* their highest score for new off-network product.

On a scale of one to 10, *Perfect Strangers*, which debuts in syndication in 1990, got an eight, based on its "star network performance."

227, also scheduled for 1990 syndication release, was given a 7.5, based on its "very good urban appeal." However, the two executives said the show was priced "on the high side."

In the one-hour off-network category, *Highway to Heaven* was rated a marginal 5, and those interested in the program were advised to try to get the barter component reduced.

Among new game shows, Warner Bros.' *Third Degree* was rated highest with an 8, followed by *Couch Potatoes* and *Star*Play*, each with a 6, and *Celebrity Secrets* and *Jack Pot*, each with a 5.

In the reality magazine strip category, the top four shows were *After Hours*, 8; *Crime Watch Tonight*, 5.5, and *Reward* and *Tabloid*, each with a 5. *Crime Stoppers 800*, a weekly show in the same category, received a 6. The new court show from Viacom, *Trial By Jury*, received a 5, despite "bad acting" in the pilot. The executives also cautioned stations about the show's "strange" barter split of 1.5 minutes within the program, plus an additional 1.5 minutes spun off to a different time period.

A lot of hoots came from the crowd of Petry clients when Kurlander and Fentress awarded the new *Roller Games* a 7.5. While the crowd thought that was high, the two executives stressed the show's good counterprograming value.

Ratings for weekly first-run half-hours came down as follows: *Byron Allen Show*, *Crimes of the Century* and *Lassie* all got 7's, while *InSport* and *Remote Control* received 5's.

Two new talk shows each received a 6—the *Joan Rivers Show* strip and the weekly *CopTalk*.

In the animation category, *Denver, the Last Dinosaur*, this season's weekly that goes to strip next year, and *Super Mario Brothers* each received 8's. *Muppet Babies* got a 7, *Police Academy* a 6 and *The New Archies*, a 5. *Pictionary*, the new children's game show, received a 5.5.

Three proposed projects announced for next fall are already dead, according to Kurlander and Fentress— two—GTG's *Beverly Sills Show*, Palladium's *I Guess* and Buena Vista's *20 Questions*. □

NBC's sweeps streak continues

Once again, NBC-TV posted a commanding lead in the market-by-market Arbitron rankings for the November 1988 sweeps (BROADCASTING, Dec. 5, 1988).

According to BROADCASTING's analysis of Arbitron's sweeps of TV households during prime time for the 212 markets measured, NBC scored 106 outright wins and 10 ties. ABC came in second with 59 wins and seven ties, while CBS had 36 wins and six ties.

The following is a market-by-market list of network daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8-11 p.m., and Sunday, 7-11 p.m., ET). Numbers are in thousands (add 000). Boldfaced numbers indicate market winners. Dashes indicate no primary or secondary affiliation in that market. The information is copyright © 1989 by Arbitron Ratings Co. and may not be quoted or reproduced without the prior written permission of Arbitron.

ADI (rank)	1989 TSA households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (156)	17	15	**21**
Albany, Ga. (153)	—	—	**50**
Albany-Schenectady-Troy, N.Y. (53)	**74**	72	72
Albuquerque, N.M. (56)	**70**	38	**70**
Alexandria, La. (166)	6	—	**40**
Alpena, Mich. (211)	—	**4**	—
Amarillo, Tex. (116)	**32**	19	23
Anniston, Ala. (192)	—	**10**	—
Ardmore-Ada, Okla. (175)	**21**	20	16
Atlanta (12)	195	176	**232**
Augusta, Ga. (104)	**36**	29	26
Austin, Tex. (69)	**51**	45	36
Bakersfield, Calif. (145)	**22**	18	**22**
Baltimore (22)	156	116	**163**
Bangor, Me. (157)	15	**20**	**20**
Baton Rouge (93)	**54**	47	43
Beaumont-Port Arthur, Tex. (126)	29	30	**37**
Bend, Ore. (207)	—	—	**4**
Billings-Hardin, Mont. (164)	**12**	**12**	**12**
Biloxi-Gulfport-Pascagoula, Miss. (158)	**31**	—	—
Binghamton, N.Y. (136)	13	**34**	18
Birmingham, Ala. (47)	**90**	34	103
Bluefield-Beckley-Oak Hill, W.Va. (144)	17	—	**26**
Boise, Idaho (137)	**26**	14	**26**
Boston (6)	295	226	**338**
Bowling Green, Ky. (193)	**18**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (87)	21	38	**56**
Buffalo, N.Y. (38)	94	57	**95**
Burlington-Plattsburgh, Vt. (92)	15	**38**	28
Butte, Mont. (188)	7	**9**	6
Casper-Riverton, Wyo. (191)	3	6	**12**
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	46	39	**57**
Charleston, S.C. (108)	28	34	**41**
Charleston-Huntington, W.Va. (51)	60	55	**93**
Charlotte, N.C. (31)	88	**92**	52
Charlottesville, Va. (198)	—	—	**10**
Chattanooga (83)	45	38	**56**
Cheyenne, Wyo.-Scttsblff, Neb.-Strlng, Colo. (186)	—	**12**	—
Chicago (3)	**494**	309	472
Chico-Redding, Calif. (143)	**32**	19	12
Cincinnati (29)	97	87	**117**
Clarksburg-Weston, W.Va. (162)	—	**22**	18
Cleveland (11)	**272**	182	246
Colorado Springs-Pueblo (99)	28	29	**32**
Columbia, S.C. (86)	29	27	**73**
Columbia-Jefferson City, Mo. (151)	16	22	**29**
Columbus, Ga. (115)	**38**	23	18
Columbus, Ohio (33)	92	91	**121**
Columbus-Tupelo, Miss. (131)	8	26	**47**
Corpus Christi, Tex. (122)	**30**	21	28

ADI (rank)	1989 TSA households (000) ABC	CBS	NBC
Dallas-Fort Worth (8)	**286**	209	209
Davenport, Iowa-Rock Island-Moline, Ill. (79)	45	43	**57**
Dayton, Ohio (49)	70	**77**	70
Denver (19)	171	108	**182**
Des Moines (66)	51	52	**57**
Detroit (7)	263	204	**335**
Dothan, Ala. (159)	9	**32**	—
Duluth, Minn.-Superior, Wis. (123)	**32**	23	27
El Centro, Calif.-Yuma, Calif. (181)	6	4	**9**
El Paso, Tex. (102)	37	23	**40**
Elmira, N.Y. (169)	11	—	**12**
Erie, Pa. (141)	20	16	**32**
Eugene, Ore. (120)	24	**26**	19
Eureka, Calif. (187)	—	5	**7**
Evansville, Ind. (91)	**43**	29	39
Fargo, N.D. (109)	26	27	**28**
Flagstaff, Ariz. (205)	—	—	**8**
Flint-Saginaw-Bay City, Mich. (58)	73	35	**85**
Florence, S.C. (132)	17	**41**	—
Fort Myers-Naples, Fla. (98)	25	34	**37**
Fort Smith, Ark. (140)	**23**	**23**	18
Fort Wayne, Ind. (101)	**43**	30	33
Fresno-Visalia, Calif. (62)	50	37	**52**
Gainesville, Fla. (167)	**21**	—	—
Glendive, Mont. (212)	—	**1**	**1**
Grand Junction, Colo. (179)	7	**10**	5
Grand Rapids-Kalamazoo-Battle Creek, Mich. (37)	75	64	**93**
Great Falls, Mont. (182)	**12**	8	7
Green Bay-Appleton, Wis. (67)	**64**	43	62
Greensboro-Winston Salem-High Point, N.C. (48)	76	74	**78**
Greenville-New Bern-Washington, N.C. (106)	26	32	**56**
Greenville-Asheville-Spartanburg, S.C. (36)	77	81	**112**
Greenwood-Greenville, Miss. (170)	**20**	11	—
Hagerstown, Md. (196)	—	—	**14**
Harrisburg-Lancaster-Lebanon-York, Pa. (45)	58	54	**92**
Harrisonburg, Va. (199)	**13**	—	—
Hartford-New Haven, Conn. (23)	117	125	83
Helena, Mont. (209)	—	—	**4**
Houston (10)	**239**	145	198
Huntsville-Decatur-Florence, Ala. (80)	44	37	**48**
Idaho Falls-Pocatello (160)	13	13	**18**

ADI (rank)	1989 TSA households (000) ABC	CBS	NBC
Indianapolis (26)	118	96	**127**
Jackson, Miss. (85)	29	45	**60**
Jackson, Tenn. (180)	**23**	—	—
Jacksonville, Fla. (57)	44	**54**	60
Johnstown-Altoona, Pa. (88)	11	38	**71**
Jonesboro, Ark. (176)	**27**	—	—
Joplin, Mo.-Pittsburg, Kan. (121)	**27**	24	26
Kansas City, Mo. (30)	102	97	**122**
Knoxville, Tenn. (60)	59	37	**75**
La Crosse-Eau Claire, Wis. (129)	18	21	**37**
Lafayette, Ind. (194)	—	**9**	—
Lafayette, La. (113)	33	**47**	—
Lake Charles, La. (173)	—	—	**36**
Lansing, Mich. (105)	—	40	**43**
Laredo, Tex. (199)	3	2	**4**
Las Vegas (94)	32	28	**35**
Laurel-Hattiesburg, Miss. (165)	—	6	**31**
Lexington, Ky. (75)	34	44	**45**
Lima, Ohio (197)	—	—	**17**
Lincoln-Hastings-Kearney, Neb. (95)	21	**36**	13
Little Rock, Ark. (55)	72	59	**80**
Los Angeles (2)	609	441	**614**
Louisville, Ky. (46)	55	78	**94**
Lubbock, Tex. (150)	15	18	**22**
Macon, Ga. (130)	19	**35**	20
Madison, Wis. (90)	33	**39**	35
Mankato, Minn. (208)	—	**10**	—
Marquette, Mich. (184)	—	**18**	—
McAllen-Brownsville, Tex. (114)	**22**	21	19
Medford, Ore. (152)	14	15	**29**
Memphis (41)	61	89	**130**
Meridian, Miss. (177)	**16**	6	6
Miami (14)	**185**	141	181
Milwaukee (28)	93	78	**110**
Minneapolis-St. Paul (13)	**175**	174	157
Minot-Bismarck-Dickinson, N.D. (148)	10	19	**30**
Missoula, Mont. (174)	**19**	10	18
Mobile, Ala.-Pensacola, Fla. (63)	61	65	**74**
Monroe, La.-El Dorado, Ark. (118)	14	**45**	30
Montgomery-Selma, Ala. (107)	13	31	**60**

Sohmer to create extensive promotional campaign for 'Boss' syndication debut

Columbia Pictures Television has hired former network promotion guru Steve Sohmer to create a multimillion dollar market-by-market promotion campaign for the off-network *Who's The Boss?*, which debuts in syndication next fall.

Sohmer was among the most widely praised network promotion executives of his time, at both CBS and then NBC, where he created the "Be There" campaign, which was implemented during the network's climb from the cellar to first place.

He left NBC in 1986 to become president and chief operating officer of Columbia Pictures, and formed his own production and marketing company in October 1987.

The creative details of the *Boss* promotion will be announced at the Broadcast Promotion and Marketing Executives/ Broadcast Designers Association in June.

But Columbia officials and Sohmer stressed last week at a press conference that Sohmer was hired to develop a campaign not unlike those he developed at the networks that were praised for their attention to individual affiliate needs.

The approach will be to promote and position not just the show itself, but also the entire early fringe and news time block or news-access block, depending where the show is scheduled. "This will be a station driven campaign," said Sohmer. "We will think through the programing environment the show is in." Actor Tony Danza and the rest of the *Boss* cast will cooperate in producing station-tailored promos, as their schedules permit, said Sohmer.

Sohmer was somewhat critical of the way *The Cosby Show* has been promoted by Viacom, suggesting that that company put too much emphasis on promoting the show itself and not enough focus on positioning the show within the schedule. "Where was Bill Cosby saying stick around for the best news in town?" Sohmer asked, adding that Cosby has so far failed to give the substantial boost to lead-out programing that Viacom suggested it would. □

NBC hopes boxing is one-two punch

Network is putting more resources behind 'NBC Boxing Tour' to woo more advertisers and viewers

Already reacting to the certain loss of baseball telecasts in 1991, NBC has decided to add muscle to its boxing telecasts, and last week it announced a new marketing plan for the 1989 "NBC Boxing Tour." The network is planning to beef up its rights acquisition budget and is hoping to get additional sponsors to supplement the existing commitment of Anheuser-Busch. Jonathan Miller, NBC sports vice president for program planning and development, said the new effort should "help to keep boxing on network TV."

The plans were unveiled at a press conference last Wednesday (Jan. 25) held to promote its first matchup, a junior middleweight championship bout between Robert (Bam Bam) Hines and Darrin (The Schooboy) Van Horn, to be telecast from Atlantic City on Sunday, Feb. 5. One source suggested that NBC spent more than $300,000 to secure the rights to that fight—which will air on *NBC SportsWorld*—significantly more than the network was said to have traditionally spent. Since the networks rarely bid against each other for fights, NBC is hoping the extra money will be able to land rights for higher quality match-ups. TV boxing rights, according to several network executives, have been flat or moderately lower in recent years.

The network's boxing tour also serves as an illustration of how the broadcast networks are working hard to market their programing to advertisers. In addition to Anheuser-Busch it has also signed Castrol motor oil as a sponsor. The network has promised sponsors they will be able to choose the site of at least one bout, enabling them to use the fight more effectively for their own marketing.

Recently, most boxing sponsorship has been done by Anheuser-Busch and other beer companies. Many other advertisers are

ADI (rank)	1989 TSA households (000) ABC	CBS	NBC
Nashville (32)	83	102	**132**
New Orleans (35)	82	102	**109**
New York (1)	948	694	**988**
Nrflk-Prtsmth-Nwprt Nws-Hmptn, Va. (42)	76	65	**87**
North Platte, Neb. (210)	—	—	**7**
Odessa-Midland, Tex. (146)	**23**	18	20
Oklahoma City (39)	79	78	**92**
Omaha (72)	55	45	**57**
Orlando-Daytona Beach-Melbourne, Fla. (25)	127	96	**134**
Ottumwa, Iowa-Kirksville, Mo. (204)	**15**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (76)	31	50	**62**
Palm Springs, Calif. (178)	**8**	—	6
Panama City, Fla. (171)	17	—	**24**
Parkersburg, W.Va. (183)	—	—	**9**
Peoria-Bloomington, Ill. (110)	**33**	23	32
Philadelphia (4)	**447**	314	396
Phoenix (20)	**152**	105	126
Pittsburgh (16)	**214**	154	166
Portland, Ore. (27)	**105**	83	104
Portland-Poland Spring, Me. (73)	**51**	29	49
Presque Isle, Me. (203)	—	**6**	—
Providence, R.I.-New Bedford, Mass. (44)	82	51	**98**
Quincy, Ill.-Hannibal, Mo. (154)	—	20	**26**
Raleigh-Durham, N.C. (34)	**94**	82	43
Rapid City, S.D. (168)	**20**	—	13
Reno (119)	**26**	17	20
Richmond, Va. (61)	**61**	**61**	**61**
Roanoke-Lynchburg, Va. (70)	37	55	**58**
Rochester-Austin, Minn.-Mason City, Iowa (147)	**23**	16	**23**
Rochester, N.Y. (71)	**53**	42	52
Rockford, Ill. (139)	27	21	**31**
Roswell, N.M. (195)	—	**9**	—
Sacramento-Stockton, Calif. (21)	131	101	**141**
St. Joseph, Mo. (189)	**12**	—	—
St. Louis (18)	127	146	**203**
Salinas-Monterey-San Jose, Calif. (111)	**48**	14	39
Salisbury, Md. (163)	13	**19**	18
Salt Lake City (40)	81	62	**85**
San Angelo, Tex. (190)	—	**9**	—
San Antonio,Tex. (43)	73	64	**82**

ADI (rank)	1989 TSA households (000) ABC	CBS	NBC
San Diego (24)	**113**	89	86
San Francisco-Oakland-San Jose (5)	**289**	217	262
Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (112)	**28**	18	21
Sarasota, Fla. (155)	**24**	—	—
Savannah, Ga. (103)	19	**39**	35
Seattle-Tacoma (15)	**197**	113	175
Shreveport, La.-Texarkana, Tex. (65)	58	52	**67**
Sioux City, Iowa (128)	**30**	8	**30**
Sioux Falls-Mitchell, S.D. (100)	36	**44**	22
South Bend-Elkhart, Ind. (84)	38	43	**58**
Spokane, Wash. (77)	47	38	**51**
Springfield, Mass. (96)	36	—	**39**
Springfield, Mo. (82)	23	45	**60**
Springfield-Decatur-Champaign, Ill. (74)	39	46	**57**
Syracuse, N.Y. (68)	55	50	**62**
Tallahassee, Fla.-Thomasville, Ga. (117)	11	**42**	11
Tampa-St.Petersburg-Sarasota (17)	172	155	**192**
Terre Haute, Ind. (125)	12	26	**34**
Toledo, Ohio (64)	52	60	**78**
Topeka, Kan. (138)	16	**24**	21
Traverse City-Cadillac, Mich. (134)	18	**35**	32
Tucson, Ariz. (81)	48	27	**49**
Tulsa, Okla. (54)	**75**	63	70
Tuscaloosa, Ala. (185)	—	**8**	—
Twin Falls, Idaho (202)	—	**7**	3
Tyler-Longview, Tex. (124)	**50**	11	19
Utica, N.Y. (161)	12	—	**21**
Victoria, Tex. (206)	4	—	**6**
Waco-Temple, Tex. (97)	22	**40**	32
Washington (9)	**243**	200	223
Watertown-Carthage, N.Y. (172)	5	**13**	**13**
Wausau-Rhinelander, Wis. (133)	30	**28**	14
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (50)	54	29	**85**
Wheeling, W.Va.-Steubenville, Ohio (142)	—	**32**	**32**
Wichita-Hutchinson, Kan. (59)	49	**59**	55
Wichita Falls, Tex.-Lawton, Okla. (135)	18	19	**23**
Wilkes Barre-Scranton, Pa. (52)	**83**	48	74
Wilmington, N.C. (149)	25	6	**54**
Yakima, Wash. (127)	**24**	**24**	**24**
Youngstown, Ohio (89)	41	37	**48**
Zanesville, Ohio (201)	—	—	**10**

said to be reluctant to be associated with the sport, although some are associated indirectly through the various sports anthology shows, where ABC, CBS and NBC carry much of their boxing. Kevin Monaghan, director of boxing for NBC Sports, said that obtaining sponsorship for boxing will allow the network to obtain "a solid advertising base instead of relying on the scatter market."

By going after better fights, NBC may also be hoping to overcome the ratings decline which has affected boxing telecasts on the three networks. The decline extends, according to one sports advertiser, to even the targetted male demographic which boxing has been especially effective in delivering. In addition to slight declines in household ratings for the sports anthologies over the past three years, A.C. Nielsen data shows that boxing special events on network TV dropped from a 3.8 household rating in 1986, to a 3.4 in 1987, to a 3.2 last year. □

Super Bowl XXIII scores a 43.5/68

The Super Bowl matchup of the San Francisco 49er's and the Cincinnati Bengals delivered an average 39.3 million households, surpassing Super Bowl XXII's 41.9 rating/62 share, or 37.1 million households. The 37-minute post-game show pulled in a 32.5/49, to take second place for the prime time week (week 18, ended Jan. 22). NBC won six of the week's seven nights, conceding Friday to ABC's 14.8/24.6. The final ratings averages for week 18: NBC, 20/32; ABC, 12.1/19.5, and CBS, 12.0/19.3. ABC's *World News Tonight* won the evening news race, with an 11.7/20 over CBS's 11.6/20 and NBC's 11.5/20.

Nielsen	□	Net		Nielsen	□	Net		Nielsen	□	Net	
1.	43.5/68	N	Super Bowl XXIII	26.	15.7/27	A	20/20	51.	11.1/18	A	ABC Sunday Movie
2.	32.5/49	N	Super Bowl XXIII, postgame	27.	15.7/27	N	Midnight Caller	52.	11.1/18	C	CBS Sunday Movie
3.	25.3/39	N	Cosby Show	28.	15.6/23	N	Hogan Family	53.	11.1/17	C	Equalizer
4.	22.7/33	A	Roseanne	29.	15.4/24	A	Moonlighting	54.	10.6/17	C	Judds: Across the Heartland
5.	22.7/34	N	Cheers	30.	15.4/26	N	Bob Hope's Super Bowl Special	55.	10.3/17	C	Beauty and the Beast
6.	22.1/33	A	Who's the Boss?	31.	15.3/25	C	Dallas	56.	9.9/18	A	Fine Romance Special
7.	21.4/32	N	Different World	32.	14.8/25	A	Perfect Strangers	57.	9.7/17	A	ABC Saturday Movie
8.	21.1/36	N	Golden Girls	33.	14.7/24	N	Father Dowling Mysteries	58.	9.6/14	C	Tour of Duty
9.	20.9/35	N	NBC Sunday Movie	34.	14.6/22	C	Kate and Allie	59.	9.4/17	N	NBC News Special
10.	20.5/34	N	L.A. Law	35.	14.4/23	N	My Two Dads	60.	8.3/16	C	West 57th
11.	19.8/30	N	Unsolved Mysteries	36.	14.0/21	C	Murphy Brown	61.	7.7/14	A	Murphy's Law
12.	19.7/31	A	Growing Pains	37.	14.0/25	C	Wiseguy	62.	7.1/11	A	Heartbeat
13.	18.6/29	N	In the Heat of the Night	38.	13.5/22	A	Mr. Belvedere	63.	6.7/10	F	Married...With Children
14.	18.4/28	N	Dear John	39.	13.4/20	C	Designing Women	64.	6.6/11	A	All Star Salute to the President
15.	18.3/28	A	Head of the Class	40.	13.2/21	A	Just the Ten of Us	65.	6.6/10	A	Knightwatch
16.	18.3/27	N	Matlock	41.	13.2/20	A	MacGyver	66.	6.6/9	F	America's Most Wanted
17.	18.1/27	N	ALF	42.	13.2/23	C	Falcon Crest	67.	5.9/9	A	ABC Movie Special
18.	18.0/28	N	NBC Monday Movie	43.	13.0/20	A	Hooperman	68.	5.9/10	C	Viva Miami!
19.	17.1/26	N	Night Court	44.	13.0/20	C	Newhart	69.	5.3/8	C	TV 101
20.	16.9/26	C	Presidential Inaugural Gala '89	45.	12.5/18	C	Murder, She Wrote	70.	4.8/7	F	21 Jump Street
21.	16.6/26	A	ABC Monday Movie	46.	12.5/19	C	60 Minutes: Retrospective	71.	4.7/7	F	Garry Shandling Show
22.	16.5/25	A	Wonder Years	47.	12.0/21	A	thirtysomething	72.	4.6/7	F	Tracey Ullman Show
23.	16.4/27	C	Knots Landing	48.	12.0/20	C	CBS Tuesday Movie	73.	4.2/7	F	Duet
24.	16.1/29	N	Nightingales preview	49.	11.4/20	C	Dolphin Cove	74.	2.8/5	F	Beyond Tomorrow
25.	15.8/26	A	Full House	50.	11.2/19	N	Miami Vice	75.	2.5/4	F	Reporters

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